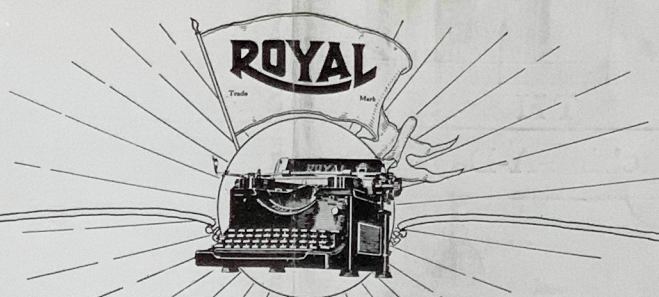


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The ROYAL STANDARD

ROYAL TYPEWRITER COMPANY, INC., 316 BROADWAY, NEW YORK CITY, U.S.A.

Volume XI

APRIL - 1926

Number 4

THE RECORD SMASHERS



The big March battle ended with the most startling and impressive victory that the Royal organization has ever won. All previous sales records in the Branches for any month were beaten in a landslide of sales which rolled in from every section of the country. The branches came into their own as the big supporting infantry

in the battle for Royal success. Export may make its records; dealers may show big increases, but March proves that the infantry are still the troops who gain the big volume of ground and hold the line against competition. We are proud to show you the officers who commanded March's victorious drive.

These are the Generals in command of the heavy divisions whose wonderful records made possible the March victory.



W. B. Larsen
Chicago



H. J. Closson
Boston



L. A. Dunn
Philadelphia



R. C. Robinson
New York



J. J. Michel
Akron

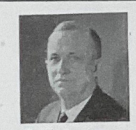


C. M. Pillow
Buffalo



W. H. Mitchell
Denver

These are the men in charge of brigades whose brilliant leadership and successful sales effort established a line far in advance of old limitations—who cut the salients in the ranks of competition by their remarkable performances in March. All of them so far exceeded their quota that they deserve special honor.



J. T. Jackson
San Antonio



C. E. F. Russ
San Francisco



A. R. Smith
Worcester



J. W. Mann
Albany



J. Dacey
Bridgeport



M. C. Hull
Cleveland

And here are the quota breakers—the men who did more than was expected of them—whose performance and steady pressure held the line for the big record of the branches in March.



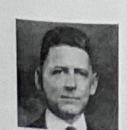
H. B. Swaisgood
Davenport



M. E. Bailey
Minneapolis



F. G. Kennedy
Kansas City



Alex Patterson
Birmingham



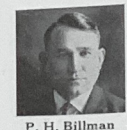
L. A. Platz
Cincinnati



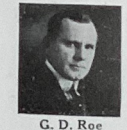
G. C. Kinnamon
Columbus



W. H. Courtenay
Houston



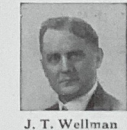
P. H. Billman
Fort Worth



G. D. Roe
Portland, Ore.



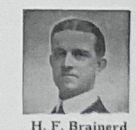
J. E. Geissinger
Oakland



J. T. Wellman
Louisville



W. G. Randall
Indianapolis



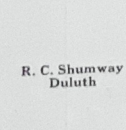
H. F. Brainerd
Hartford



C. W. Knox
Detroit



M. V. Miller
Pittsburgh



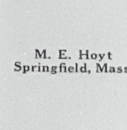
R. C. Shumway
Duluth



A. Bartlett
Richmond



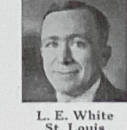
H. D. Cashman
Washington



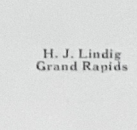
M. E. Hoyt
Springfield, Mass.



E. L. Knott
Toledo



L. E. White
St. Louis



H. J. Lindig
Grand Rapids



C. C. Flagg
Rockford

April Means Money to Machine-A-Day Men



The men who make their M.A.D. in April in the branch offices will get a very substantial prize. A contest has been announced which applies only to men who already have made their M.A.D. Club or who will make it in April. This contest has met with an immediate response throughout the entire branch office organization, and all of the salesmen realize that here is the opportunity they have been waiting for to snap in a single month of real honest-to-goodness effort and make it win for them a really handsome money prize. We are anxious to see the M.A.D. Club grow and we are anxious to include within its ranks every Royal Typewriter salesman whose qualities enable him to rank among the topnotchers.

To make the M.A.D. in April does not bring any more honor than it did to make it any other month, but it does offer that inducement to do it now, which may have been lacking and which ought to spur you on to that little additional effort which will bring you over the honor point.

Eighty-five Royal salesmen sold a ma-

chine a day in March and ten new members entered the club. With this added inducement which comes for April business we do not think we are mistaken in looking for an increase even over these unprecedented March sales.

You have been advised of this inducement before, but we want to add just one additional word urging that you use the spurs to bring about that little extra effort which will carry you over the mark. M.A.D. men in April have a very unusual opportunity, one which only comes once in a great while. This opportunity is for you individually. It does not call for co-ordinated effort or divided responsibility. It means that you upon your own merits can step out this month and either win the new member prize or be one of the honor men among the repeaters who win the repeaters' prize. Already at the moment of printing several members have repeated for April. The way they are rolling in indicates that the contest will bring quite an M.A.D. landslide. If you are wise you will get your share of the prizes offered.

Philadelphia Stages a Brilliant Victory

Sometimes Victory perches on the shoulder of that hale and hearty hero who runs in the rear up to the last few feet of the race, then with a sudden magnificent dash passes his competitors like a hawk in the night. Sometimes, fickle creature that she is, she awards the palm to the man who plugs and plugs his hardest all through the game. But more often, and more surely does Victory crown the man who gives of his best throughout the race and who still has the stamina and pluck to sprint harder than his fellows at the end.

For this very same reason our fighting Philadelphians chose the surest way in which to win the four-cornered large office battle and were, we must say, especially successful. Philadelphia has been fighting with all the punch and power that a successful organization should have through the entire three months' grind, and both the Manager, Mr. Dunn, and the

Philadelphia crew of Royalites, deserve the victory they won so handily.

In the first month of the contest, January, they very easily out-distanced New York, Chicago and Boston. In the second month the offices were on a very nearly even footing, and in March Philadelphia proved fully ready for the big final sprint. All of these large division offices far exceeded their quotas for the month, and it was a tremendous task for Mr. Dunn and his crew to come out with a victory but, as we have said, they were fully there and came through with the biggest month the Philadelphia office has ever seen, winning the contest by a good margin.

We are happy to reproduce below the pictures of this fine crew of men who proved their determination and ability in this contest. We know that the entire organization congratulates them upon the splendid record which they achieved.



Left to Right—Messrs. Turner, Goslin, Pindar, Sparks, Moyer, Estes, Manager Dunn, Stratton, Hanson, O'Donnell, Kerschner, Woskoff and Kidder

LONDON M.A.D. MEN SHOW REAL SPEAD

This is a photograph of a little band of M.A.D. men in the ranks of our London organization who have produced special records during the past year. Each of them is a 100 per cent. man, which means that each of them has successfully surpassed his quota for the entire year, and this quota in every case is even in excess of the M.A.D. requirement.



Mr. S. H. Goodwin, seated in the center, for the second year in succession won the London prize for the greatest excess over quota for the year. Mr. H. D. Ebbutt on his right, Mr. C. Salter on his left, and Mr. W. H. Roberts standing on his right, as well as Mr. F. J. Harrison, the other gentleman, all exceeded their quotas and produced fine M.A.D. records for the entire year.

We feel that this is going to be a banner year for the London M.A.D. organization after looking over this crew of real go-getters.

CREDIT AND COLLECTION NOTES

It is a pleasure to welcome to the columns of the Royal Standard again news of that very important division of the Royal organization—the Credit and Collection Department.

Mr. Charles J. Sigloch, Credit Manager, has inaugurated another contest which will run for the months of April, May and June, and which is already arousing great competition among the cashiers and collection men.

The contest which ended in March was won with a great spurt by the highly efficient cashier of our Portland, Oregon, Office, who made the remarkable record of 90 per cent. of outstandings collected.

We know that the reports of the contest will be followed with great interest by everyone in the organization and will continue to publish them each month in the Royal Standard. The predictions are that the present battle will be a really fast and furious one and the man who wins it will have to roll up a very high percentage in his collections. However, his reward will be very much worth his while.

COLLECTION STANDINGS FOR FIRST QUARTER

JANUARY-FEBRUARY-MARCH

- | | |
|------------------|------------------|
| 1—Portland, Ore. | 13—Pittsburgh |
| 2—Chicago | 14—Cleveland |
| 3—Hartford | 15—Louisville |
| 4—Minneapolis | 16—Washington |
| 5—Detroit | 17—Baltimore |
| 6—Cincinnati | 18—Los Angeles |
| 7—Boston | 19—New York |
| 8—Buffalo | 20—New Orleans |
| 9—St. Louis | 21—Atlanta |
| 10—Indianapolis | 22—Dallas |
| 11—Philadelphia | 23—San Francisco |
| 12—Kansas City | |

SERVICE CONTEST FOR FEBRUARY 1926

DIVISION No. 1

We can see by the way St. Louis has earned first place for February that they intend to make 1926 the biggest year in their history. Our friend John Appel,

the Foreman, is a hard working man and the same can be said of every man in the shop. Probably this is the secret of their success.

When you get St. Louis, Chicago and Boston in first, second and third places you can bet that you have a fast moving trio. No wonder they swept everything before them.

- | | |
|--------------------|----------------------|
| 1—St. Louis 2* | 13—Pittsburgh 2* |
| 2—Chicago 2* | 14—New Orleans 1* |
| 3—Boston 2* | 15—Indianapolis 2* |
| 4—Baltimore 2* | 16—Cincinnati 2* |
| 5—Detroit 2* | 17—Hartford 1* |
| 6—Louisville 2* | 18—Kansas City 1* |
| 7—Atlanta 2* | 19—Philadelphia |
| 8—Minneapolis 2* | 20—New York |
| 9—San Francisco 2* | 21—Buffalo |
| 10—Cleveland 2* | 22—Los Angeles |
| 11—Dallas 2* | 23—Portland, Ore. 1* |
| 12—Washington 1* | |

DIVISION NO. 2

If we remember rightly Mr. Wisener's name appeared as the winner during the month of December of last year. It looks as though he intended to show everybody that Dayton is a winner. We look for plenty of competition during 1926 for first place. There are a number of first rate Branches in the Second Division, all of which are capable of the top notch. Dayton starts the ball rolling.

Joe Ash, our Foreman at Fresno, has started his new job with a determination that shows up in his final percentage. Recently promoted to his present position he has decided upon the only course to follow, a successful one.

- | | |
|--------------------------|----------------------|
| 1—Dayton 2* | 25—Harrisburg 1* |
| 2—Fresno 2* | 26—Davenport 1* |
| 3—Akron 2* | 27—Seattle |
| 4—Youngstown 2* | 28—Wichita Falls |
| 5—Bridgeport 2* | 29—Rochester |
| 6—South Bend 1* | 30—St. Paul |
| 7—Waco 1* | 31—Des Moines |
| 8—Milwaukee 1* | 32—Oakland |
| 9—Newark 2* | 33—Scranton |
| 10—Birmingham 1* | 34—Erie |
| 11—Bangor 2* | 35—Albany |
| 12—New Haven 1* | 36—Rockford 1* |
| 13—Springfield, Mass. 2* | 37—Little Rock |
| 14—San Antonio 2* | 38—Providence |
| 15—Jacksonville 1* | 39—Richmond 1* |
| 16—Grand Rapids 2* | 40—Peoria |
| 17—Houston 2* | 41—Memphis |
| 18—Worcester 2* | 42—Evansville |
| 19—Columbus 1* | 43—Portland, Me. |
| 20—Denver 1* | 44—Duluth |
| 21—Fort Worth 1* | 45—Johnstown |
| 22—Toledo | 46—Springfield, Ill. |
| 23—Omaha 1* | 47—Wilmington |
| 24—Fort Wayne | |

CANADIAN SERVICE DEPARTMENTS

MONTH OF FEBRUARY, 1926

We are glad to announce that all three of our Canadian Service Departments made good records for the month of February. Mr. Taylor, of Ottawa, forced his Department to the front with a fine percentage. He was followed by Foreman Edwards, of Toronto, who made his 100 per cent. and then by Mr. Cox, of Montreal, who although he did not make the 100 per cent. mark, came very close to it.

All and all we think that Canada enjoyed a very fine month during February. Now that this work has started we know that it will continue.

- | | | |
|-------------|------------|--------------|
| 1—Ottawa 1* | 3—Montreal | 2—Toronto 1* |
|-------------|------------|--------------|

READ THIS WIRE—THEN THROW OUT YOUR CHEST



W. O. SAVANT, SALES MANAGER
ROYAL TYPEWRITER COMPANY, INC.
316 WEST NINTH
ST. LOUIS, MO.
FURNISHES TYPE AND NUMBER COMPANY PURCHASED IN FACE OF SERVICE CONTRACT
WITH ALL RANKS OF TYPEWRITERS AND NEW ROYAL TYPEWRITERS STOP THEY
ALSO DESIRO A THREE YEAR CONTRACT ADDRESSING TO THE ROYAL TYPEWRITER CO.
THE LATEST OF BIRNEY PATENT OF THEIR TYPEWRITERS REQUIREMENTS IN THEIR
GENERAL OFFICES AND BRANCHES THROUGHOUT THE UNITED STATES
PAUL H. JONES
ASSISTANT SALES MANAGER

Here is news of Royal's latest conquest. It means much to every man in the Royal organization. Now all of the "Big Four" of the rubber business have chosen Royals. Why?

"COMPARE THE WORK"—and besides—"they DO run easier."

"NEITHER SNOW NOR RAIN NOR GLOOM OF NIGHT SHALL STAY THESE COURIERS—"

By C. B. COOK, Vice-President

(We advise every Royal Salesman to take a tip from this article by Mr. Cook. It carries gems of rare common sense from an executive who sits on the other side of the desk. He knows the reaction of the buyer, because he himself controls the purchase of millions of dollars' worth of goods.—Ed.)

It was a record-breaking snow storm. It had started the day preceding and in the afternoon schools, stores, and factories had closed, and now on the next morning I had reached my office and found many employees were out, production was affected and routine sadly upset. Reports stated that many local towns were still isolated and roads impassable. In the town, many trolleys were stalled and it was tough going.

Our man who interviews all callers brought me a card which gave the name of the party wanting to see me, the company he represented, and the name of the product. Very much interested, I said: "Show him in." He came in, we shook hands and he started, I presume, to give me the usual talk and description of his product, when I said: "Wait a minute, young man, I want to ask you something." With a rather surprised look on his face, he said: "Yes, Sir, what is it?" With a laugh, I said, "I can't help wondering how you got here, and why you are 'Johnny-on-the-spot' under such extreme weather conditions. You certainly must have had your troubles getting around a day like this." He shrugged his shoulders and said "Do you know, I reasoned it out that the average business man would have very few callers on a day like today and therefore I could not only get an interview more readily, but probably a little more time to explain my proposition, and I have since yesterday afternoon sold three nice large orders."

He also got one from us and when I had a chance I looked him up and found he was a very promising and successful salesman.

Meeting one of the members of the concern he worked for, I said, "Your man 'so and so' impressed me very much with his logic and reason as to why he called on me last Friday immediately after the storm. He certainly had his problems and nerve to try and get around under such conditions."

"Yes, yes," he said "Out of some ten salesmen we have in the storm-bound section, he was evidently the only one to grasp the situation and dig for business. He not only was in the worst section of the storm, but his auto had been stalled since the day before in the outlying district. So he trolleyed as far as he could, walked when he had to and even jumped on teams when he could get a lift. He met with a good reception because men recognized he had nerve and persistency to get out for business under such conditions, and what pleases me is he 'brought home the bacon,' having more orders than the other men combined for two days after the storm."

Yet, many salesmen will say "I wish there were more opportunities," and wonder why you don't do as well as the other fellow.

Thinking it over, I said to myself, "That man is making success for himself; he has brought himself favorably to the attention of his employers, and gained their esteem and good will, and he sold himself to me. That makes a complete record."

A KEY MAN WE DON'T OFTEN HEAR ABOUT

He Does an Important Job Well

To the visitor at the plant, it is a very interesting and mystifying enigma how the vast flow of Royal Typewriter parts in varying stages of process in many departments are controlled so that each and



A. A. Nielsen
Factory Production Mgr.

every operation and part can be ready for use when required as per schedule. Now there are some eighteen hundred parts and nearly seven thousand operations (over 5700 being charted), on the regular No. 10 product; added to this, there are the longer carriage machines and the special class that make the problem all the more difficult. No one week brings exactly the same schedule in models and specials, therefore, infinite care must be exercised that accuracy in all records is maintained.

We are introducing you this month to A. A. Nielsen, our Production Manager at the plant, in whom we have great confidence and we esteem him highly for his ability and tactful administration shown in his daily work. Such a job as he has, with its vast details, requires of him tact, aggressiveness, accuracy, knowledge of operations, knowledge of men and complete control of schedules. He must earn the confidence of others by his work before he can expect complete co-operation and this requires infinite patience and good judgment.

He must be ready at all times to meet all obstacles. It doesn't make any difference if there is a terrific snow storm, an epidemic of sickness or what not, keeping employees out of the plant. Employees have always been compelled from time to time to stay home from the factory for some cause or other, and it is Mr. Nielsen's job to see that we have flexibility for such conditions. He knows that he can't expect sympathy if production lags and he therefore, by his thoroughness, plans for all emergencies.

Mr. Nielsen, or "Al" as he is often called has a fine record with this company, and his experience in the past befits him for this important position. After finishing school, he took a course in mathematics and mechanical drawing at Hillier's Institute. He secured a position as a machinist with the Central New England Railroad and later went with the Mutual Machine Company as tool and model maker, leaving there to go with the Merrow Machine Company as a tool designer. He entered our employ in 1917 in our Drafting Room, remaining there about two years and due to his ability to think and work with a fine, loyal spirit, he was promoted to our Investigation Department. Here, too, he gave such fine service that he became recognized as a comer, and was, in September, 1920, promoted to the head of our Production Department where he has given real results.

He is 34 years old, has a fine wife and daughter and a sporty car which he claims to have bought at a bargain, and which he

understands enough about to keep it in good condition. He is a radio fiend and fond of trying out pet schemes of his own to improve his set. We wish we had more men like A. A. Behind the lines of actual production, charting results, planning schedules and moving the vast production of thousands of parts in process of manufacture, his hands always on the pulse of production, he helps Royal quality in no small degree.

THE ROYAL TYPEWRITER RADIO PROGRAM

If it were possible to publish a list here of the cities in which the Royal radio programs have been heard and enjoyed we would not have room for any other matter on this page. Apparently the area covered by the stations broadcasting for the company is practically international in scope.

Several letters have come in from cities in England, many have reached us from South America and many more from the East and West Indies. In addition, of course, thousands upon thousands have come from all over the United States. Practically all of these letters attest the one fact—that the Royal Typewriter hour



Bernhard Levitow

of broadcasting has become just about the most popular feature on the air.

The Royal Salon Orchestra so ably conducted by Mr. Bernhard Levitow forms an incomparable background to the clear, friendly voices of the "Hero" and "Heroine."

Royal radio programs are bringing the name of the Royal Typewriter into more homes than it has ever reached before, building up good will and friendly feeling for the company which makes it and the men who represent it.

In next month's issue we are going to publish a fuller description of the Royal hour and the system of broadcasting which will undoubtedly be very interesting to members of the Royal organization as well as our friends on the outside.

There has been so many requests for advance programs that we are glad to publish below the numbers which will be rendered in the Royal Typewriter hour for the next three weeks from Stations WJZ, New York; WGY, Schenectady, and WRC, Washington.

We want to urge you to let us know about any comments which reach you concerning our radio programs or any opinions which you may yourself have on the subject. They will be very helpful to us in guiding our course in this entire new field of advertising publicity. Above all be sure to listen in yourself, and

get familiar with the Royal hour on Thursday nights from 9 to 10 Eastern Standard time, so that you can talk to folks about them.

ADVANCE PROGRAMS

APRIL 15, 1926

- 1—Orchestra—Selection—Merry, Merry.
- 2—Soprano Solo—Only a Rose—Vagabond King.
- 3—Duet—Manhattan—Garrick Gaieties.
- 4—Tenor Solo—Wildflower—Wildflower.
- 5—Orchestra Selection—Poppy.
- 6—Duet—Sweetheart Lane—Greenwich Village Follies 1921.
- 7—Tenor Solo—April Showers—Bombo.
- 8—Soprano Solo—Toyland—Babes in Toyland.
- 9—Orchestra Selection—Tangerine.
- 10—Tenor Solo—Pale Venetian Moon—Punch and Judy.
- 11—Duet—Little Girl—Merry, Merry.
- 12—Soprano Solo—Kiss in the Dark—Orange Blossom.
- 13—Orchestra Selection—Rose Marie.

APRIL 22, 1926

- 1—Orchestra—Captain Jinks.
- 2—Tenor—Journey's End—City Chap.
- 3—Duet—Tea for Two—No, No, Nanette!
- 4—Soprano—Toyland—Babes in Toyland.
- 5—Orchestra—Bombo.
- 6—Duet—I'm Drifting Back Dreamland.
- 7—Soprano—The Message of the Violet—Prince of Pilsen.
- 8—Tenor—Arcady—Bombo.
- 9—Orchestra—Fortune Teller.
- 10—Soprano—My Castle of Dreams—By the Way.
- 11—Duet—Keep on Smiling—Sometime.
- 12—Tenor—You're Just a Flower from an Old Bouquet—Cocoanuts of 1925.
- 13—Orchestra—Cocoanuts.

APRIL 29, 1926

- 1—Orchestra—Dearest Enemy.
- 2—Soprano Solo—Miami—Big Boy.
- 3—Duet—Song of Love—Blossom Time.
- 4—Tenor Solo—I'm Falling in Love—Naughty Marietta.
- 5—Orchestra—Sari.
- 6—Duet—You Have Me, I Have You—Greenwich Village Follies.
- 7—Tenor Solo—Eileen—Eileen.
- 8—Soprano Solo—Road of Dreams—Mayflowers.
- 9—Orchestra—Chanticleer.
- 10—Tenor Solo—Learn to Smile—O'Brien Girls.
- 11—Duet—A Cup of Coffee, a Sandwich and You—Charlot's Revue.
- 12—Soprano Solo—I Want a Lovable Baby—Scandals.
- 13—Orchestra—Sweetheart Time.

NATIONAL ACCOUNTS

By G. H. PALMER, Boston

The National Accounts department was created to increase the sale of the Royal to large users of typewriters, having branches and agencies in various parts of the country. There is only one way to do this important work and that is through whole-hearted co-operation by our branch office managers and salesmen. If we cannot do this work harmoniously then we cannot expect to create, develop, and hold 100 per cent. Royal users.

Don't be short sighted. Putting on pressure to secure the order locally, when successful, does give the office and the salesman more profit, but it frequently causes trouble and our company directly and our salesmen indirectly are the losers. A salesman will always try to get the order, that is what he is paid to do, but when too much pressure is brought to bear to get it and too when unfair tactics are used, such as dangling more and better service before the customer's eyes, or quoting an excess allowance, he is sowing the seed of dissatisfaction within the customer's organization and endangering the prestige of the Royal.

If it is the policy of the customer to buy through their home office located in a distant city, help them and do it with a smile. You will build good will for your machine and respect for your ability. It will sell more machines for you.

Live up to the rules governing sales discounts and service for National Accounts. Don't try to steal the other fellow's prerogative—Co-operate and do it with a smile!

A Real Royal Organization in Sunny Spain

The heading on this page tells a story. The story is one of progress made during the past sixteen years in the distribution of Royal typewriters in Spain. Thanks to the untiring and well directed efforts of the Management and personnel of Trust Mecnografico, exclusive dealer for the Royal in that historic country, our business there has shown a marked increase since the time our good friends were first appointed in 1910.

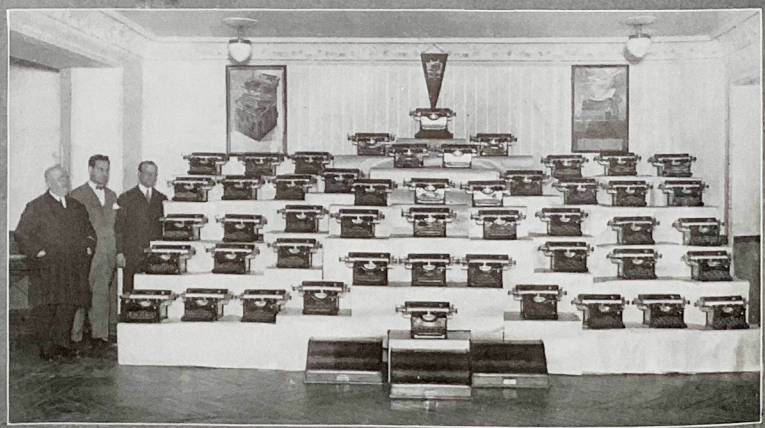
In fact, their business has grown to such proportions that they were compelled about a year ago to seek more commodious quarters in Madrid, where their headquarters are located. In taking over these new quarters, located at Avenida Conde Penalver 16, Trust Mecnografico



today have one of the finest typewriter establishments in their country, embracing, as it does, the most modern facilities necessary to carry on their enterprising typewriter business.

We are here reproducing a few photographs which will serve to show the excellent manner in which our dealer's headquarters have been equipped to assure their customers the best of service and the utmost of convenience. An exterior view of their headquarters in Madrid may be seen in the illustration shown in No. 1.

A view of the spacious and impressively arranged typewriter demonstration-room is presented in illustration No. 2. In illustration No. 3, we have a view of our dealer's administrative offices, where the



No. 1—Top—Headquarters in Madrid

No. 2—Top, Left—Demonstration Room
No. 5—Center, Right—Service Department

No. 3—Top, Right—Administrative Office
No. 3a—Lower, Left—Executive Office

No. 4—Center, Left—Royal School
No. 6—Lower, Right—Large Government Order

WATERTOWN, NEW YORK

J. Leslie Ross has been appointed manager of the Typewriter Sales and Service Department of C. R. Allen Company. He is a typewriter veteran, having sold Royals for many years in the Canadian territory.

C. R. Allen Company made 140 per cent. of their quota during March, which indicates that Mr. Ross is a manager of ability.

“RALEIGH”

Mr. R. R. King on



R. R. King

“CHATTANOOGA”

It is said that a good name is rather to be chosen than great riches. In the entire country there is perhaps no mercantile establishment which enjoys greater respect and confidence than T. H. Payne Company, Chattanooga, Tennessee. For more than a half century this company has served and prospered, and built a name for itself for fair dealing which stands as a monument to Mr. Payne, its founder. A good house and a good product, therefore a good record, T. H. Payne Company made two hundred and forty per cent. of their quota for March, which is a record of which they may be well proud.

NEW DEALER AT NORFOLK

Raphael J. Hulcher has been appointed Royal dealer in Norfolk, Va. He opens his business at No. 217 Ledger Dispatch Building after many years' experience in the type-writer field. He started his career as a repairman and later branched into the selling and



Raphael J. Hulseher

proved himself to be a salesman of ability. While connected with the Benson Typewriter Company at Canton, Ohio, he earned an M.A.D. ring and he expects to make many more records. His many friends wish him every success in his new enterprise.

DEALERS MAKING M.A.D.
FOR FEBRUARY

H. G. Bancroft
J. E. Gaffaney
J. C. Good
Mrs. S. D. Hendley
R. R. King
R. G. Nichols
O. G. Penegar
W. W. Prior
H. J. Roof

DEALERS' M.A.D. ROSTER

H. G. Bancroft 2*
J. E. Gaffaney 2*
J. C. Good 2*
Mrs. S. D. Hendley 2*
R. R. King 2*
R. G. Nichols 2*
W. G. Penegar 2*
H. J. Roof 2*
G. P. Campbell
J. P. Kling
F. Myers


Forty-one names on the March Honor Roll indicates the way Royal dealers celebrated the close of the first quarter of 1926. Each of these dealers made one hundred per cent. or more of his quota. A fast pace has been set and we expect

C. R. Allen Company.
H. G. Bancroft.
Benson Typewriter Company
Bristol Typewriter Company
Border Cities Office Equipment Company
Crosby-Mook Typewriter Exchange
Carolina Typewriter & Office Supply Co.
Dunning's
Roy A. Davis
C. L. Eicholtz
S. M. Evans
Ervin Typewriter Exchange
Galesburg Typewriter Co.
B. M. Gregg
Graham & Wells
Hagerstown Bookbinding & Printing Co.

"WHAT'S THE MATTER WITH KANSAS?"—NOTHING

It has been almost a generation since Wm. Allen White wrote the article that

"WHAT'S THE MATTER WITH KANSAS?"—NOTHING




R. G. Nichols



R. G. Nichols

of the year. During the month of March just closed there appears to have been one of unusual proportions. It started early in the month at Topeka and spread rapidly all over the state. R. G. Nichols, Irvin Vincent, Frank Coleman, Hotel of Manhattan, and Griffith of Salina were abetting the elements when there was any ill. When the dust settled and the figures could be read, it was found that the Nichols Organization had made one of its Banner records in the sale of New Royals. We congratulate you Nick, and all your associates in this fine job, so well done. Now for April.

"NORTH DAKOTA"



J. E. Gaffney



J. E. Gaffaney

of Mr. Gaffaney and Mr. Ridley hit its old-time March stride and went over its quota by a big margin. That is good and we ask Jim and Paul to thank the men in the field for us. Can we repeat in April?—A. W. B.

NEWS FROM MUNICIE

Here are a few lines received from the Muncie Typewriter Exchange, our new dealer in Indiana:

"As a new member of the Royal organization, we are able to say that we consider ourselves fortunate in connecting up as Royal dealers. We feel that bright things are in store for us during the year."

MR. MALLESON AGAIN SAILS
FOR EUROPE



Office in Madrid. Through its organization comprising some forty-eight sub-dealers located in as many cities and towns throughout the country, and four branches located in Barcelona, Sevilla, Valencia and Bilbao, our dealer's sales of Royal typewriters are being constantly expanded. With this splendid organization at its command, we confidently feel that the resourceful and energetic Management of Trust Mecanografica will carry the Royal banner in Spain to even greater heights.

MR. THRASHER LEAVES FOR THE FAR EAST

Mr. T. T. Malleeson, Foreign Sales Director, has again sailed for Europe, leaving March 31 on the S. S. "Berenegaria," after a three weeks' visit at New York Headquarters. Mr. Malleeson is confidently expecting Royal business abroad to show even greater advances this year than that experienced in the past few years.

to see them again.

EMPLOYMENT

The Employment Reports which we have received from our Branches to date show that Fort Worth is first under Positions Filled with 275 per cent. of its quota. Portland, Maine, is second with 237 per cent.; Denver is third with 215 per cent. Milwaukee secured the largest percentage of its Sales Quota. Fort Worth and Houston tie for second place.

The Employment reports received from our District Branches show that Kansas City is first under Positions Filled with 172 per cent. of its quota. New York is second with 157 per cent., and St. Louis is third with 156 per cent. St. Louis is first under Sales with 550 per cent. of its quota. Kansas City is second with 316 per cent. Indianapolis, Portland, Oregon, and San Francisco tie for third place with 300 per cent. of their Sales Quotas. Eighteen of our District Branches secured over 100 per cent. of their quotas under Positions Filled and sixteen made over 100 per cent. of their Sales Quotas. These are exceptionally good records.

Philadelphia is first based upon the number of beginners placed in positions during March. Boston is second, and Kansas City third. Atlanta, Chicago, New York, Pittsburgh, and St. Louis were also very successful in placing inexperienced stenographers. Miss Allen, our Cleveland Employment Manager, made the greatest number of calls during March. Mrs. White of Los Angeles is second, and

DEPARTMENT

Mrs. Moss of Baltimore is third.

The efforts which you are making at this time to find suitable positions for beginners should be continued throughout the entire year. Special attention should be given to this during the next three or four months, as you are rendering a real service to the graduates as well as to the schools which they have attended. Every one of these graduates who have been trained on the Royal will become Royal boosters, and you should take advantage of every opportunity you have to place them through your Department.

Branches	
POSITIONS	
1—Fort Worth	10—Johnstown
2—Portland, Me.	11—Milwaukee
3—Denver	12—Newark
4—Houston	13—Rochester
5—Columbus	14—Grand Rapids
6—Jacksonville	15—Birmingham
7—Akron	16—Providence
8—Peoria	17—Omaha
9—Oakland	18—Rockford

District Branches	
POSITIONS	
1—Kansas City	1—St. Louis
2—New York	2—Kansas City
3—St. Louis	3—Indianapolis
4—Los Angeles	4—Portland, Ore.
5—Indianapolis	5—San Francisco
6—Chicago	6—Los Angeles
7—Minneapolis	7—Chicago
8—Boston	8—Pittsburgh
9—Philadelphia	9—Washington
10—Portland, Ore.	10—Atlanta
11—Cleveland	11—New York
12—San Francisco	12—Philadelphia
13—Atlanta	13—Minneapolis
14—Washington	14—Louisville
15—Dallas	15—Dallas
16—New Orleans	16—Buffalo
17—Louisville	17—Detroit
18—Cincinnati	18—Boston
19—Baltimore	19—Baltimore
	20—New Orleans

SCHOOL DEPARTMENT

The School Business secured by our Branches and Dealers last month breaks all former March records. The number of school machines billed during the last three months also excels the billing of the first three months of any other year of which we have a record. We certainly appreciate the fine work which our Branches and Dealers are doing.

The majority of our Branches made a good showing last month, but, no doubt, the standing of the first ten based upon the percentage of quotas secured will be of particular interest to you. As follows:

1—Houston	514%
2—San Francisco	333%
3—Denver	285%
4—Worcester	266%
5—Newark	230%
6—Portland, Me.	210%
7—Harrisburg	200%
8—Indianapolis	200%
9—Richmond	200%
10—Boston	191%
11—Providence	140%
12—St. Louis	137%

The above are exceptionally good records, and they will give you some idea of the speed at which our Branches are traveling at this time.

April offers many opportunities in the way of securing School Business, as schools need new equipment for their graduating students to use during the last three months of their course. You are therefore in a position to render a real service to your schools by calling this fact to their attention.

Our Dealers are still continuing their systematic fight for School Business, and the results which they are securing are very gratifying to this Department.

A. M. STONEHOUSE,
Manager of School Department.

ROYAL MACHINE-A-DAY CLUB
MARCH

85 M.A.D. MEMBERS

March was the most successful month the M.A.D. has ever had. Along with every other division of the Royal Typewriter business our M.A.D. record list thrived exceedingly well. A total of 75 repeaters and 10 new members swells the M.A.D. total to hitherto unreachd figures.

We are very proud of our M.A.D. Club, and proud of the salesmen who have the ability to achieve this honor. March was the most successful month in branch history, and we attribute no little share of the credit for this achievement to these 85 men who sold 26 or more machines during the month.

NEW MEMBERS

C. K. SCHILL Newark	G. N. HAMMOND San Francisco	J. M. MOYER Philadelphia	D. B. SWAISGOOD Davenport
J. R. GARDINER Harrisburg	L. L. LARSON St. Paul	A. F. SPARKS Philadelphia	A. E. MARCUM Cincinnati
F. G. KENNEDY Kansas City	J. C. DAWSON Cleveland	C. E. KEYSER Cleveland	

REPEATERS (Marked by *)

AKRON L. J. Michel 9*	COLUMBUS L. V. Bell 2 G. C. Kinnaman 17*	MILWAUKEE W. A. Partee 20*	PROVIDENCE J. H. Alden 1 E. D. Crandall 13*
ATLANTA S. N. Malone 2 J. W. Mann 14*	DALLAS C. D. Walker 4 M. E. Bailey 6*	MINNEAPOLIS J. T. Graham 2*	J. L. Schora 2 C. E. Smith 1
BALTIMORE J. C. O'Keefe 9 W. F. Teer 22*	DAYTON O. P. Gilmore 12 W. H. Mitchell 4*	NEWARK C. K. Schill *	RICHMOND O. H. Carter 1 A. Bartlett 1
BANGOR H. W. Boshan 2	DENVER P. H. Billman 2	NEW ORLEANS W. J. Creger 12*	ROCHESTER G. C. Johnson 6
BIRMINGHAM A. Patterson 1	DETROIT C. Bailey 1 C. W. Knox 13 J. C. Mitchell 1	F. Pritchard 2	ROCKFORD C. C. Flagg 1
BOSTON I. C. Barlow 14*	ERIE C. V. House 5 F. W. Keylor 1 G. H. Palmer 9*	NEW YORK D. J. Allingham 40*	SAN ANTONIO J. T. Jackson 1 E. C. Phillips 3*
BUFFALO George Hauptman 3*	FRESNO H. H. Tomkinson 13	I. Hulbert 1	SAN FRANCISCO D. G. Becknell 4*
CHICAGO E. J. Barnett 1 W. G. Brown 7*	HARRISBURG J. R. Gardiner *	L. E. Teeters 18*	C. H. Billington 6
CINCINNATI A. E. Marcum *	HOUSTON W. S. Orvis 1 W. B. Randall 2*	K. F. Walker 9	T. N. Colwell 3*
CLEVELAND J. C. Dawson *	INDIANAPOLIS J. E. Gardner 3 A. D. Richardson 4	O. T. Wheaton 2	J. C. Deardorff 2
DALLAS G. J. Holder 4 M. C. Hull 24*	JACKSONVILLE J. E. Gardner 3 A. D. Richardson 4	G. M. Guest 39*	G. N. Hammond *
DENVER C. E. Keyser *	KANSAS CITY F. G. Kennedy *	J. E. Guy 19*	A. F. Lines 2
Detroit W. H. Peate 4*	LOS ANGELES R. D. Anderson 7*	I. Hulbert 1	P. Pearson 2
Detroit W. C. Rodgers 6*	LOUISVILLE J. T. Wellman 40*	L. E. Teeters 18*	S. N. Howell 1
Detroit W. C. Rodgers 6*	MEMPHIS A. O'Bryan 2	K. F. Walker 9	C. E. Russ 3*
Detroit W. C. Rodgers 6*	NEW ORLEANS G. M. Guest 39*	O. T. Wheaton 2	D. B. Starratt 5*
Detroit W. C. Rodgers 6*	NEW YORK D. J. Allingham 40*	G. M. Guest 39*	SCRANTON C. C. Waters 3
Detroit W. C. Rodgers 6*	PHILADELPHIA L. A. Dunn 17*	G. M. Guest 39*	SEATTLE H. D. Hoyt 1
Detroit W. C. Rodgers 6*	PITTSBURGH A. R. Davis 4*	G. M. Guest 39*	SPRINGFIELD, ILL. C. A. Stevenson 1
Detroit W. C. Rodgers 6*	PORTLAND, ME. W. E. Ayres 2*	G. M. Guest 39*	SPRINGFIELD, MASS. L. B. Behan 10*
Detroit W. C. Rodgers 6*	PORTLAND, ORE. C. E. Gray 2	G. M. Guest 39*	ST. LOUIS G. M. Davis 6*
Detroit W. C. Rodgers 6*	PROVIDENCE J. H. Alden 1	G. M. Guest 39*	L. F. Reynolds 4
Detroit W. C. Rodgers 6*	RICHMOND O. H. Carter 1	G. M. Guest 39*	C. D. Sparwasser 2
Detroit W. C. Rodgers 6*	ROCKFORD C. C. Flagg 1	G. M. Guest 39*	L. E. White 16*
Detroit W. C. Rodgers 6*	SAN ANTONIO J. T. Jackson 1	G. M. Guest 39*	ST. PAUL D. M. Elliot 2
Detroit W. C. Rodgers 6*	SAN FRANCISCO D. G. Becknell 4*	G. M. Guest 39*	L. L. Larson *
Detroit W. C. Rodgers 6*	SAN LOUIS G. M. Davis 6*	G. M. Guest 39*	TOLEDO E. L. Knott 10*
Detroit W. C. Rodgers 6*	SEATTLE H. D. Hoyt 1	G. M. Guest 39*	WACO S. H. Slaughter 2
Detroit W. C. Rodgers 6*	SPRINGFIELD, ILL. C. A. Stevenson 1	G. M. Guest 39*	WASHINGTON H. D. Cashman 13*
Detroit W. C. Rodgers 6*	SPRINGFIELD, MASS. L. B. Behan 10*	G. M. Guest 39*	S. E. Richter 16*
Detroit W. C. Rodgers 6*	ST. LOUIS G. M. Davis 6*	G. M. Guest 39*	H. L. Rudnick 16*
Detroit W. C. Rodgers 6*	L. F. Reynolds 4	G. M. Guest 39*	E. C. Weeks 3
Detroit W. C. Rodgers 6*	C. D. Sparwasser 2	G. M. Guest 39*	WORCESTER F. C. Salisbury 2
Detroit W. C. Rodgers 6*	L. E. White 16*	G. M. Guest 39*	A. R. Smith 17*

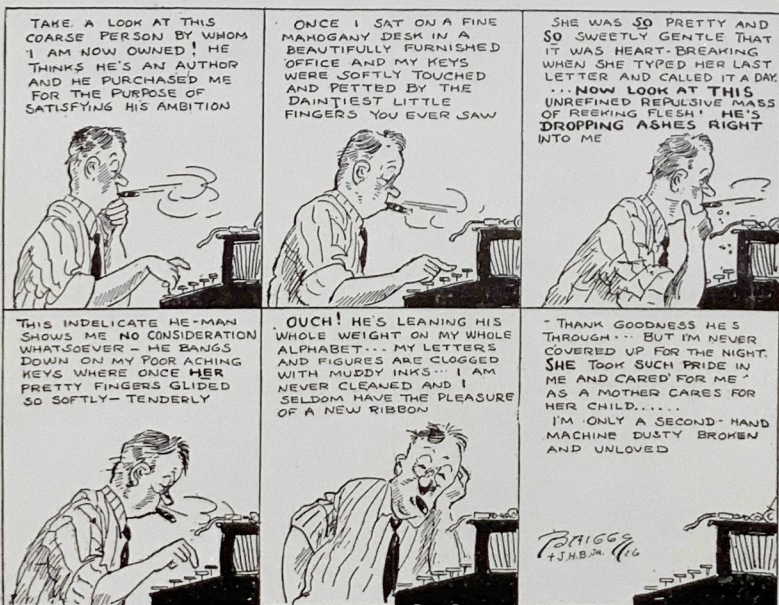
FOREIGN MACHINE-A-DAY CLUB

CANADA—Royal Typewriter Company Ltd.
A. J. Newlands, Montreal
GREAT BRITAIN—Visible Writing Machine Co., Ltd., London

1—H. D. Ebbutt	7—W. H. Roberts	14—S. H. Goodwin	21—F. J. Soan
2—J. Harrison	8—W. D. Morgan	15—A. J. Van Dervele	22—S. V. Hall
3—H. W. D. Buckeridge	9—B. Harris	16—P. C. Fielding	23—E. Wood
4—C. Salter	10—A. F. Thomas	17—A. W. Thomas	24—J. B. Worley
5—H. Herman	11—L. Harris	18—H. V. Schofield	25—W. A. Henry
6—J. Sears	12—C. A. Bak	19—J. C. Barlow	26—W. Jenner
	13—F. W. Johnson	20—J. W. Barker	27—G. E. W. Sheldrake

AUSTRALIA—Sydney Pincombe, Ltd.	FRANCE—J. H. Davis & Co.
1—W. J. Sheehy	J. H. Davis
2—R. G. Hood	AUSTRIA—Joe Lesti, Nfg.
3—E. W. Rutledge	Emanuel Lauterbach
4—A. Roberts	LATVIA—O. J. Dalitz Bros.
CHILE—W. R. Grace & Co.	James Dalitz
1—Mrs. Raquel Delano De Sierra	GERMANY—Friedr. Magnus, Nfg.
2—Mr. Oscar Achondo Godoy	1—Carl Fietzsch
CZECHOSLOVAKIA—Joseph Foist	2—Carl Suchanek
1—Alois Foist	GUATEMALA—James P. Howell
2—L. Mazanek	1—D. V. Elias
3—J. Hejman	2—V. M. Ramirez
MEXICO—M. E. Raya & Company	SWEDEN—A. B. W. Banzhaf
1—Alfredo Aguirre	1—Jonas Eriksson
2—Alonso M. Garza	2—Conrad Bohman

Wonder What a Second-Hand Typewriter Thinks About : : By BRIGGS



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